

LEO BURNETT U.S.A.

A DIVISION OF LEO BURNETT LONDON, INC.

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## DISCOVER THE PEAK OF REFRESHMENT.

Available in Full Flavor, Lights, Kings & 100's

**NOW AT GENERIC PRICE**

**SURGEON GENERAL'S WARNING:** Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

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Mts. suggested retail price.

Available in limited areas.

Full Flavor: 15 mg "tar," 1.0 mg nicotine - Lights: 10 mg "tar," 0.8 mg nicotine av. per cigarette by FTC method.

